

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh leverage, profitabilitas dan keputusan investasi terhadap harga saham pada perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia (BEI) periode 2015-2019. Leverage diukur dengan *Debt to Equity Ratio*, Profitabilitas diukur dengan *Return on Asset*, sedangkan keputusan investasi diukur dengan rasio *Capital Expenditure to Book Value of Asset*. Jenis Penelitian ini adalah penelitian kuantitatif. Jenis data penelitian ini menggunakan data dokumenter dimana sumber data berasal dari data sekunder berupa laporan keuangan perusahaan. Populasi yang digunakan dalam penelitian ini adalah perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia yang berjumlah 29 perusahaan. Teknik pengambilan sampel menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan dan diperoleh 12 sampel perusahaan *food and beverage*. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 23. Hasil penelitian ini menunjukkan bahwa leverage (DER) berpengaruh positif dan tidak signifikan terhadap harga saham, profitabilitas (ROA) berpengaruh positif dan signifikan terhadap harga saham, dan keputusan investasi (CPA/BVA) berpengaruh positif dan signifikan terhadap harga saham.

Kata kunci: leverage, profitabilitas, keputusan investasi, dan harga saham.

ABSTRACT

This research aimed to examine the effect of leverage, profitability and investment decision on stock price of Food and Beverages companies which were listed on Indonesia Stock Exchange during 2015-2019. While leverage was measured by Debt to Equity Ratio, profitability was measured by Return On Asset and investment decision was measured by Capital Expenditure to Book Value of Asset. Moreover, the research was quantitative. Furthermore, the data were secondary which in the form of companies' financial statements. Additionally, the population was 29 Food and Beverages companies. Meanwhile, the data collection technique used purposive sampling. In line with, there were 12 companies as the sample. In addition, the data analysis technique used multiple linear regression with SPSS 23. According to the research result, it concluded that leverage had a positive but insignificant effect on stock price. On the other hand, profitability had a positive and significant effect on stock price. Likewise, investment decision had a positive and significant effect on stock price.

Keywords: leverage, profitability, investment decision, stock price.

